**McClafferty Printing Co.**

# Color Management Tips

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Important Color notes: McClafferty Printing cannot assume responsibility for incorrect output of photos, completed artwork, logos, etc. submitted as print-ready files. We can assure you our proofers are color profiled and calibrated daily so as to reproduce the CMYK values in your digital file as accurately as possible using industry standard CMYK ink densities.

We cannot verbally describe to you what your colors will look like, or assure you will like them. The best way to see what they will look like is to see our proof.

If you have questions about preparing your artwork, please contact us and ask to speak with our prepress department. We're here to help.

### What's the difference between RGB & CMYK?

RGB color was not designed for commercial printing of color graphics, CMYK was. Therefore, for best results, your artwork should be created in CMYK (not RGB and then converted) from the very start. CMYK refers to the ink colors used for all full color printing: Cyan, Magenta, Yellow, and Black. RGB refers to the colors Red, Green and Blue, used in computer monitors, digital cameras, scanners and art designed for websites. RGB is used for web work, CMYK is used for print work.

Please note: If you submit file(s) in RGB (or if you originally created your file(s) in RGB and converted them to CMYK before submitting) your print-ready file will not be flagged as problematic. Our Rampage RIP will automatically convert all RGB images and files to CMYK for printing but, colors may shift in the process. WE ARE NOT RESPONSIBLE FOR COLOR SHIFTS WHEN PRINTING FILES CREATED IN RGB.

### Why does the Blue or Green I selected off my color pallet not print the same?

Two of the most misunderstood and troublesome colors we have ever run across are screen blue vs. printed blue and screen green vs. printed green. Certain RGB colors displayed on the computer monitor will not reproduce even close to the colors you see on the screen.

This is not an issue specific to our equipment, but rather, an industry wide issue. In the October 2002 issue of Digital Output Magazine, contributing editor Stephen Beals published an article that discussed the complexities and pitfalls of color matching in an evolving technology. Click here to download a PDF of the story in it's entirety.

### How accurately will my printed graphics match what I see on my monitor?

The technology used for offset printing is a CMYK printing process, so therefore when printed, RGB monitor colors are simulated using Cyan, Magenta, Yellow and Black inks. Because of wide differences in monitors and how they display color, many printed (CMYK) colors do not accurately match the (RGB) colors you see on screen. Bottom line: although close, the final graphics we produce for you are likely to include colors that do not "match" the colors you see on your monitor.

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At McClafferty Printing, we offer fast turnaround and low pricing by printing to a "pleasing color" standard, using GRACOL standard CMYK ink densities. Therefore, we make no guarantee your custom printed graphics will accurately match a specific color you see on your monitor. When it comes to color, our presses have been fingerprinted and our contract proofers have ICC profiles created with the help of Heidelberg, but matches are not perfect, especially with file and images created in RGB.

**Will my custom printed graphics match a sample I print out on my own printer?**
Here at McClafferty Printing, we offer fast turnaround and low pricing by printing to a "pleasing color" standard, using GRACOL CMYK ink densities. Therefore, there's no guarantee your graphics will accurately match your printed sample. This is due to the widely varying results from different output devices including monitors, inkjet, thermal, dye sublimation and color laser printers, papers, inks, materials and even printers. When it comes to printing color, our presses do very well, but matches are not always perfect.
Bottom line: the final product we produce for you is unlikely to match "side-by-side" the output from your printer! If your color is critical, please contact us to order a color approval proof to be printed on the same material as your final graphics.

**Will my graphics match our PANTONE® (PMS) solid ink colors?**
The technology used for offset printing is a CMYK printing process, so PMS solid ink colors are simulated using Cyan, Magenta, Yellow and Black inks. To see how your PMS solid ink colors will reproduce in CMYK, we highly recommend you use a PANTONE® solid to process guide www.pantone.com.

COLOR MATCHING using the PANTONE® solid to process guide in print production. The PANTONE® solid to process guide shows what happens when you reproduce PANTONE MATCHING SYSTEM® (PMS) colors in CMYK. Although many can be successfully simulated, a large majority cannot due to the limitations inherent in four-color process (CMYK) printing. The fan guide displays PANTONE® colors on stock alongside their closest four-color process match. The CMYK screen values are provided for each process color.

**How can I tell what a particular CMYK color I've chosen is going to look like when printed?**
Contact us to order a color proof. Our proofs and presses are profiled to match color.

COLOR MATCHING: Proceed with Caution
In the October 2002 issue of Digital Output Magazine, contributing editor Stephen Beals published an article that discussed the complexities and pitfalls of color matching in an evolving technology. Click here to download a PDF of the story in it's entirety.

**HOW OUR PROCESS WORKS**
When you place your order and we receive your print ready file(s), our prepress department will inspect it (them), checking for any potential problems. Please note: If you submit file(s) in RGB (or if you originally created your file(s) in RGB and converted to CMYK before submitting) your print-ready file will not be flagged as problematic. Our Rampage RIP will automatically convert all RGB images and files to CMYK for printing but, colors may shift in the process. WE ARE NOT RESPONSIBLE FOR COLOR SHIFTS WHEN PRINTING FILES CREATED IN RGB.

**If you have further questions regarding how to prepare your files, please call 302.652.7171.**